

RULE YOUR ATTIC! WITH ENERGY STAR®

The simple
choice for
energy
efficiency.



CAMPAIGN OVERVIEW FOR PARTNERS AND STAKEHOLDERS

In homes across America, poorly sealed and under-insulated attics are taking money out of homeowners' pockets in the form of high utility bills. To encourage homeowners to take control over their high utility bills this heating season, EPA's ENERGY STAR program is launching its second annual "Rule Your Attic!" consumer outreach campaign. The purpose of the campaign is to:

- A) Increase homeowners' awareness of the financial, as well as comfort and environmental, benefits of sealing and insulating their attics, and to
- B) Help homeowners take action to improve the insulation in their own attics.



This is a multi-media consumer education campaign with a content-driven social media component. The campaign will take place between October 1st and November 20th. As an ENERGY STAR partner or stakeholder, there are a number of ways that you can participate.

How the Campaign Works

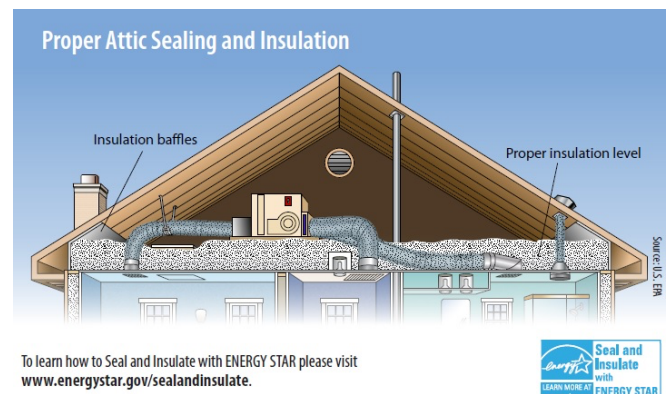
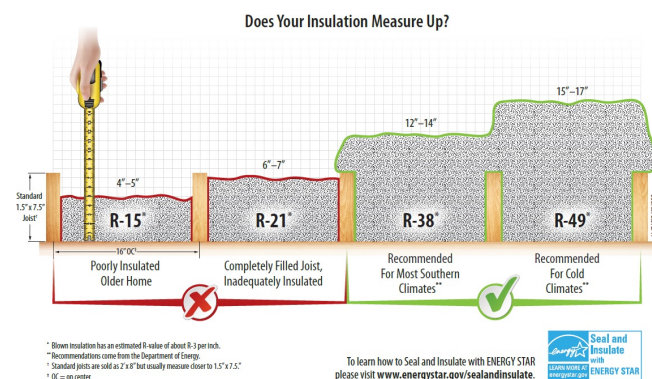
Rule Your Attic! is positioned as a fun, consumer-friendly campaign to educate homeowners about the many benefits of improving their attic's energy efficiency through sealing and insulation. As a first step, the campaign encourages homeowners to:

- a) **Climb into their attic and measure their attic insulation level** (how many inches deep is it?),
- b) Take photos or shoot videos of their insulation level and attic, and
- c) Post and share the content on ENERGY STAR's social media platforms, including Facebook, Twitter, and Pinterest. People posting photos or videos are encouraged to use the #RuleYourAttic hashtag.

As homeowners post photos, EPA's ENERGY STAR sealing and insulation experts will offer personalized advice through follow-up posts in the comments section on Facebook and Pinterest, and also through replies on Twitter. As we discovered last year, this feedback makes it easy for homeowners to make a decision about next steps—whether that's adding more insulation themselves, shopping for materials and products, or hiring a contractor. Photos and accompanying comments will also be collected and shared in a dedicated Facebook album and Pinterest board on ENERGY STAR's accounts to create a one-stop shop for all photo submissions and tips. Homeowners will then be encouraged to **Take Action** if their attic has low insulation levels through either DIY guidance or by hiring a local contractor **to fix the problem**.

Additionally, ENERGY STAR will create **shareable, entertaining how-to videos, infographics, and blogs** that partners and stakeholders can share via their social media channels. Throughout the campaign, EPA will also be using these assets to promote proper attic sealing and insulation on the ENERGY STAR website and other media outlets.

This campaign provides partners and stakeholders with a turn-key and co-brandable consumer marketing platform to promote sealing and insulation.



How to Participate

Partners and stakeholders can participate in the campaign and promote your company/organization/program by utilizing the campaign messaging below and taking the following steps:

1. Post and share campaign content on your social media channels and website. Please refer to the **“Social Media Kit for Rule Your Attic!”** (energystar.gov/ruleyourattic/stakeholders) for ways to easily participate on social media by including the hashtag #RuleYourAttic and using pre-drafted posts you can copy and paste. ENERGY STAR is also producing additional content—including blog posts and a series of short videos—that are available for sharing on your social media channels and website.
2. Join our Twitter party (stay tuned for the date and time) and share your expertise with homeowners. Never participated in a Twitter party? The **“Social Media Kit for Rule Your Attic!”** (energystar.gov/ruleyourattic/stakeholders) provides more information on how to take part.
3. Provide tips on your website on how homeowners in your area can participate in the campaign—linking back to the ENERGY STAR website and Facebook page—and how they can properly seal and insulate their attics.
4. Promote the campaign and your expertise to your customer base through e-newsletters – sample text is available for download at energystar.gov/ruleyourattic/stakeholders.
5. Integrate campaign messaging and the campaign identifier shown below in collateral materials such as mail inserts and door hangers. Be sure to adhere to the Seal & Insulate brand guidelines when using the campaign identifier (included in this kit).
6. Encourage the partners and stakeholders you may work with (such as retailers, contractors, and manufacturers) to promote ENERGY STAR’s Seal and Insulate (S&I) program at the point of sale, in e-newsletters, and other consumer facing materials to leverage the ENERGY STAR brand to increase customer interest in home sealing and insulation projects and products.
7. Encourage consumers to visit energystar.gov/ruleyourattic to learn how they can participate in the “Rule Your Attic!” campaign and learn more about air sealing and insulation projects at energystar.gov/sealandinsulate.
8. Issue a press release to local/regional media announcing your participation in the campaign and encouraging area residents to participate either online and/or through your products or services. Please see the **“Press Release Template”** for a customizable release and the **“Media Pitch Template”** available for download at energystar.gov/ruleyourattic/stakeholders for an idea on how to pitch the Rule Your Attic! campaign to local media.
9. Share these additional ENERGY STAR tools and resources with your customers and partners:
 - a. **Home Performance with ENERGY STAR** (energystar.gov/homeperformance) – homeowners can connect with qualified local contractors to help with their attic sealing and insulation projects as a part of a whole-house energy efficiency solution.
 - b. **Home Advisor** (energystar.gov/homeadvisor) – this free online tool enables homeowners to create a profile of their home’s energy efficiency features and generate a prioritized, customized list of energy-saving improvement options, and track progress over time.
 - c. **My ENERGY STAR** (energystar.gov/myenergystar) - provides dozens of tips for saving energy at home. Homeowners can create a personalized “My ENERGY STAR” account to track their energy-saving activities and their impacts, as well as access special deals.

Partners and stakeholders can download additional campaign collateral by visiting energystar.gov/ruleyourattic/stakeholders or emailing insulation@energystar.gov. Please note a separate campaign overview document is available for contractors.

Engagement Sequence

The campaign will take place over a six week period and will flow as follows:

1. Weeks 1-2: Awareness
 - a. Build awareness and interest around sealing and insulation
 - b. Encourage homeowners to post photos of themselves measuring insulation levels and/or their attics through social media and other communications channels
2. Weeks 3-4: Alignment
 - a. Educate homeowners about what they can do to ensure that their attics are properly insulated
 - b. Answer questions from followers on social media and during the ENERGY STAR Twitter party
 - c. Post photos of proper sealing and insulation jobs or relevant products and encourage partners/stakeholders you work with to do the same
 - d. Encourage homeowners to post photos of themselves measuring insulation levels and/or their attics through social media and other communications channels

3. Weeks 5-6: Engagement/Action

- Respond with advice for Do-It-Yourselfers (DIYers) or with advice on how to find the right contractor
- Post photos of proper sealing and insulation jobs or relevant products and encourage partners/stakeholders you may work with to do the same
- Encourage homeowners to take action and post photos of work being done or completed projects
- Encourage homeowners to post photos of them measuring insulation levels and/or their attics

Campaign Messaging

Use the messaging below to develop content for your website and other materials.

Key message

This fall, homeowners should check the levels of insulation in their attics to see what work can be done to make their homes more comfortable and energy efficient.

Supporting messages

- Sealing air leaks around the home and adding insulation can help a home be more comfortable and energy efficient and can save up to 10% on a home's annual energy bills.
- Other benefits to sealing and insulating include: reduced noise from outside; less pollen, dust and insects (or pests) entering the home; better humidity control; lower chance for ice dams on the roof/eaves in snowy climates.
- Simple fixes, including installing weather stripping on doors and caulking around windows, can be very effective in saving money and increasing comfort. Local retailers should be able to assist in choosing the right product.
- When checking insulation levels, homeowners should have boards to walk on in their attics, a flashlight or headlight, gloves, a hard hat or cap, and safety glasses.
- Common symptoms of badly sealed and insulated attics include drafty rooms, hot and cold rooms, and uneven temperature between rooms, high heating or cooling bills and ice dams on the roof in the winter.
- More complicated sealing and insulation jobs might require hiring a contractor.
- It is important that insulation be evenly distributed with no low spots; sometimes there is enough insulation in the middle of the attic and very little along the eaves.
- The EPA has numerous resources at energystar.gov/sealandinsulate to choose and prioritize air sealing and insulation projects. Learn how to participate in the "Rule Your Attic!" campaign at energystar.gov/ruleyourattic.

Campaign Identifier

Use on your web site, social media posts, e-mail, and other promotional materials to encourage consumers to check their insulation levels in their attics, take a photo/video, and share photos/videos online to receive tips and advice from EPA. Use the messaging points listed above in conjunction with the campaign identifier to customize your messaging to consumers. Please do not use the campaign identifier to promote an organization or its products or services as being ENERGY STAR certified or to imply EPA or ENERGY STAR endorsement. If you have questions about proper use of the identifier, please email logo@energystar.gov.



ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, **EPA's ENERGY STAR** program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.